

CLAIMS

What is claimed is:

- 5 1 A method for enabling electronic delivery of files in a digital marketplace, the method comprising the steps of:
- (a) maintaining a data repository for storing information relating to the files available in the digital marketplace, including business rules associated with each file that define electronic transfer of the files during commercial transactions;
 - (b) in response to a first user requesting to resell a particular file and thereby becoming a reseller, using the data repository to dynamically generate a reseller uniform resource locator (RURL) that uniquely identifies the reseller and the file;
 - (c) providing the RURL to the reseller for posting on a website in order to make the file commercially available to others on the website; and
 - (d) in response to a second user clicking on a link to download the file, retrieving from the data repository the business rules associated with the file identified in the RURL to customize the download of the file to the second user and to automatically distribute payments to the reseller and owner of the file.
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2 The method of claim 1 wherein step (a) further includes the step of: providing within the business rules a pricing model associated with the file, and an optional retail price and reseller commission.

5 3 The method of claim 2 wherein step (a) further includes the step of: storing a record for each file that includes fields for identifying a location of file and an owner of the file.

10 4 The method of claim 3 wherein step (a) further includes the step of: providing each record with a file ID, a file name, a content owner ID, metafile information, a fingerprint, and the businesses rules.

15 5 The method of claim 4 wherein step (a) further includes the step of: providing the business rules with a redistributable indicator that indicates whether the file is redistributable.

6 The method of claim 4 wherein step (a) further includes the step of: using the fingerprint to uniquely identify each file by the content of the file.

20 7 The method of claim 6 wherein step (a) further includes the step of: generating a bitstream ID by calculating binary values in data blocks of the file.

8 The method of claim 2 wherein step (d) further includes the step of:

- (i) charging the second user the retail price for downloading the file.

9 The method of claim 8 wherein step (a) further includes the step of:

- (i) allowing the content owner to set the retail price and the reseller commission both positively and negatively.

10 The method of claim 2 wherein step (b) further includes the step of:

- (i) providing the RURL with a web address of the marketplace, the file ID, and the user ID of the reseller.

11 The method of claim 10 wherein step (b) further includes the step of:

- (i) providing the RURL by displaying the RURL and allowing the reseller to copy and paste the RURL on the website.

12 The method of claim 10 wherein step (b) further includes the step of:

- (i) providing the RURL via email.

13 The method of claim 1 further including the step of: implementing the digital marketplace as a website on a network.

14 The method of claim 1 further including the step of: implementing the digital marketplace as a peer-to-peer network.

15 A computer-readable medium containing program instructions for enabling electronic delivery of files, the instructions for:

- (a) maintaining a data repository for storing information relating to the files available in the digital marketplace, including business rules associated with each file that define electronic transfer of the files during commercial transactions;
- (b) in response to a first user requesting to resell a particular file and thereby becoming a reseller, using the data repository to dynamically generate a reseller uniform resource locator (RURL) that uniquely identifies the reseller and the file;
- (c) providing the RURL to the reseller for posting on a website in order to make the file commercially available to others on the website; and
- (d) in response to a second user clicking on a link to download the file, retrieving from the data repository the business rules associated with the file identified in the RURL to customize the download of the file to the second user and to automatically distribute payment to the reseller and owner of the file.

16 The computer-readable medium of claim 15 wherein instruction (a) further includes the instruction of: providing within the business rules a pricing model associated with the file, and an optional retail price and reseller commission.

17 The computer-readable medium of claim 16 wherein instruction (a) further includes the instruction of: storing a record for each file that includes fields for identifying a location of file and an owner of the file.

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18 The computer-readable medium of claim 17 wherein instruction (a) further includes the instruction of: providing each record with a file ID, a file name, a content owner ID, metafile information, a fingerprint, and the businesses rules.

19 The computer-readable medium of claim 18 wherein instruction (a) further includes the instruction of: providing the business rules with a redistributable indicator that indicates whether the file is redistributable.

20 The computer-readable medium of claim 18 wherein instruction (a) further includes the instruction of: using the fingerprint to uniquely identify each file by the content of the file.

21 The computer-readable medium of claim 20 wherein instruction (a) further includes the instruction of: generating a bitstream ID by calculating binary values in data blocks of the file.

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22 The computer-readable medium of claim 16 wherein instruction (d) further includes the instruction of:

- (i) charging the second user the retail price for downloading the file.

23 The computer-readable medium of claim 22 wherein instruction (a) further includes the instruction of:

- (i) allowing the content owner to set the retail price and the reseller commission both positively and negatively.

24 The computer-readable medium of claim 16 wherein instruction (b) further includes the instruction of:

- (i) providing the RURL with a web address of the marketplace, the file ID, and the user ID of the reseller.

25 The computer-readable medium of claim 24 wherein instruction (b) further includes the instruction of:

- (i) providing the RURL by displaying the RURL and allowing the reseller to copy and paste the RURL on the website.

26 The computer-readable medium of claim 24 wherein instruction (b) further includes the instruction of:

- (i) providing the RURL via email.

27 The computer-readable medium of claim 15 further including the instruction of:
implementing the digital marketplace as a website on a network.

28 The computer-readable medium of claim 15 further including the instruction of:
implementing the digital marketplace as a peer-to-peer network.

29 A system for enabling electronic delivery of files over a network comprising a
plurality of client computers, comprising:

a digital marketplace including a server coupled to the network;

a data repository accessible by the server for storing information relating to
the files available in the digital marketplace, wherein the information includes
business rules associated with each file that define electronic transfer of the files
during commercial transactions;

wherein in response to a first user contacting the server and requesting to
resell a particular file and thereby becoming a reseller, the server:

uses the data repository to dynamically generate a reseller uniform
resource locator (RURL) that uniquely identifies the reseller and the file, and

provides the RURL to the reseller for posting on a website in order to
make the file commercially available to others on the website; and

in response to a second user clicking on a link to download the file, the
server retrieves from the data repository the business rules associated with the file
identified in the RURL to customize the download of the file to the second user and
automatically distributes payments to the reseller and owner of the file.

30 The system of claim 29 wherein the business rules include a pricing model associated with the file, and an optional retail price and reseller commission.

31 The system of claim 30 wherein the data repository includes a record for each file that includes fields for identifying a location of file and an owner of the file.

32 The system of claim 31 wherein each record includes a file ID, a file name, a content owner ID, metafile information, a fingerprint, and the businesses rules.

33 The system of claim 32 wherein the business rules further include a redistributable indicator that indicates whether the file is redistributable.

34 The system of claim 32 wherein the fingerprint uniquely identifies each file by the content of the file.

35 The system of claim 34 wherein the fingerprint includes a bitstream ID, which is generated by calculating binary values in data blocks of the file.

36 The system of claim 30 wherein the second user is charged the retail price for downloading the file.

37 The system of claim 36 wherein the content owner can set the retail price and the reseller commission both positively and negatively.

38 The system of claim 30 wherein the RURL includes a web address of the marketplace, the file ID, and the user ID of the reseller.

39 The system of claim 38 wherein the RURL is provided by displaying the RURL and allowing the reseller to copy and paste the RURL on the website.

40 The system of claim 38 wherein the RURL is provided via email.

41 The system of claim 29 wherein the digital marketplace is implemented as a website on a network.

42 The system of claim 29 wherein the digital marketplace is implemented as a peer-to-peer network.